

STIGMA REDUCTION!

What and Where is the Evidence?



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The Goals Today



- Stigma Change is the Goal

- Many examples

- What works for whom and where?

- EVIDENCE

- Tools

2

The Goals Today



- Stigma Change is the Goal

- Many examples


- What works for whom and where?

- EVIDENCE

- Tools

For all stakeholders

3




The Goals Today

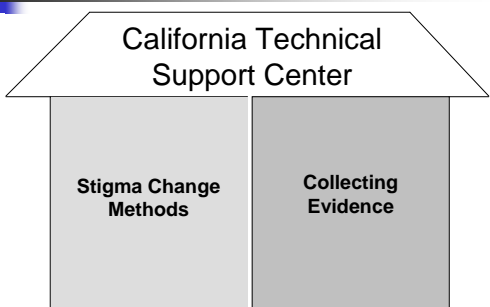
- Stigma Change is the Goal
 - Many examples
- What works for whom and where?
- Evidence
- Tools

RECOMMENDATIONS


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RECOMMENDATION



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Bigotry is the disease of ignorance, of morbid minds; enthusiasm of the free and buoyant. Education and free discussion are the antidotes of both.

Thomas Jefferson

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Slide 5

- LP1** I moved this image down so that the line at the top didn't cut through the picture. I also adjusted the lines so that they meet at the same places and are symmetrical. :-)
Lab's PC, 11/7/2008

Slide 6

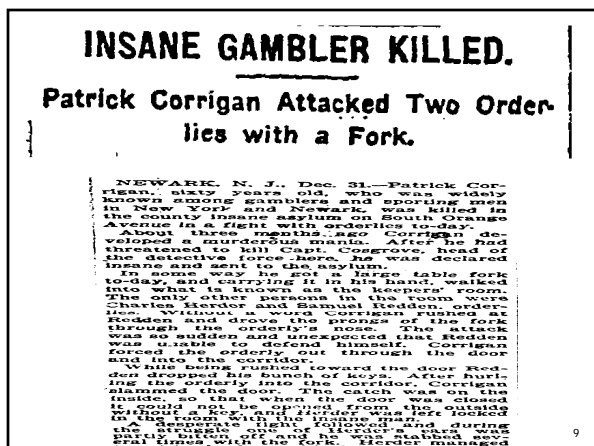
- LP51** moved text down so that it isn't cut off by the line at the top
Lab's PC, 11/7/2008






Is it still a problem?

- "Roasted Nuts"
- "Kellogg's Toasted Flakes"





More about terms

- Stereotypes
 - DANGEROUS
 - Weak character (Blame)
 - Incompetence
 - Benevolence


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More about terms

- Discrimination
 - No help; they're on their own
 - No opportunities; don't hire them
 - Tell them what to do
 - Separate them from their community


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The Impact of Stigma

- Public Stigma
- Self-Stigma
- Label Avoidance

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The Impact of Stigma and Discrimination

1 PUBLIC STIGMA:

- The loss of rightful opportunities and community
- When the public endorses the stereotypes of mental illness
 - Stereotypes
 - Prejudice
 - Discrimination
 - Work, housing, health care, faith community
- Social Inclusion

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The Impact of Stigma and Discrimination

2 SELF-STIGMA:

- Internalized stigma
 - Aware of the stereotype
 - *All people with mental illness are to blame for their illness.*
 - Apply it to self
 - *I have a mental illness so I must be to blame!*
- Shame
 - Low self-esteem and self-worth "I am not worthy of a good job!"
 - Why try "So why should I try to get a job!"
- Dignity and Empowerment

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The Impact of Stigma and Discrimination

3 LABEL AVOIDANCE:

- I do not want to be labeled mentally ill
- So I won't go for services
 - Medication
 - Support
- Seeking and finding care (*poor insight*)
- Participation in services (*adherence!!!*)
- Empowerment

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Slide 13

LP9 I capitalized the first letter in the bullet point to match other slides
Lab's PC, 11/7/2008

Slide 14

LP7 changed font size of "Self-stigma" to match the font on the previous page: 32 pt

I also moved the text over so that it matched up with the text on the previous page and next page.


deleted comma after "aware of the stereotype" and deleted extra space between 'of' and 'the'

should "shame" be its own bullet point? It was on the line of the previous bullet point but tabbed over, so i made it a new bullet point

Lab's PC, 11/7/2008

Slide 15

LP8 Bolded title
added semicolon after "label avoidance" to match previous slides
Lab's PC, 11/7/2008




What Can We Do About it?

Public Stigma

- Protest**
Moral authority, don't think that way
 - Attitudes?
 - Behavior? Economic Power
- Education**
Myths versus facts
 - People with mental illness choose to be mentally ill
- Contact**
 - Meet people with mental illness


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Education


- Myth:** People with serious mental illness are responsible for their problems.
- Fact:** People with serious mental illness do not choose their symptoms or disabilities.

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Contact

"Meet Bob Lundin"



Slide 16

LP10 Moved the bullet point under education up a level
Lab's PC, 11/7/2008

	advantages	disadvantages
contact	<ul style="list-style-type: none"> ■ Efficacy ■ Empowerment 	<ul style="list-style-type: none"> ■ Exportability
education	<ul style="list-style-type: none"> ■ Feasibility ■ Exportability ■ Media friendly 	<ul style="list-style-type: none"> ■ Immediate effect ■ Maintenance of effect
protest	<ul style="list-style-type: none"> ■ Stop behavior 	<ul style="list-style-type: none"> ■ Rebound attitudes

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	advantages	disadvantages
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What Can We Do About it?

Self-Stigma

- Group identity and peer support
 - Consumer operated services
 - Mutual help
 - Joint advocacy
 - Drop-in centers
- Empowerment
 - Total decision making and self-determination
 - Supported services (employment, housing)

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What Can We Do About it?

Label Avoidance

- Education
 - Stereotypes
 - Weak, to blame, scary, incompetent
- Easy and more private access
 - Leading to mental health literacy
 - About mental illness
 - About mental health service
- On line services
- In vivo partners (Active Minds)

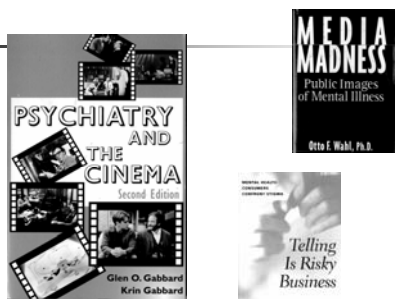
22

RESOURCES

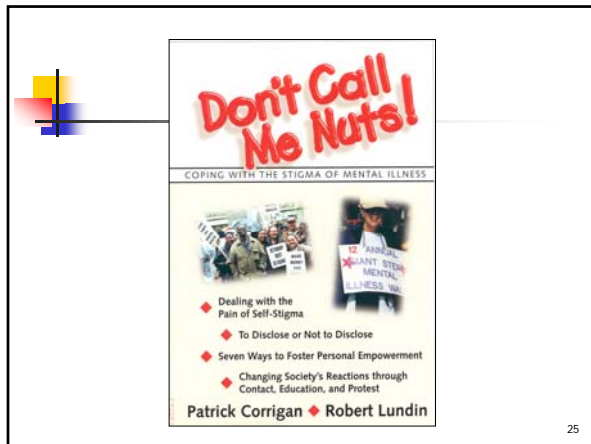


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RESOURCES



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What's Out There?

Current Programs

- World Psychiatric Association
 - www.worldpsychiatricassociation.org/sections/stigma/index.shtml
 - Programs by country (N>50)
- US SAMHSA's Resource Center
 - www.stopstigma.samhsa.gov/default.aspx
 - Programs by state (N>100)
- Canada Programs
 - "...the Commission is launching a major, national 10-year anti-stigma and discrimination reduction campaign. This campaign will be the largest systematic effort to reduce the stigma of mental illness in Canadian history"

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Public Service Announcements

what a difference a friend makes

<http://www.whatadifference.samhsa.gov/>

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Media Watch



www.nami.org/stigma

Fright Night Screem Park



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Personal Stories





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Ahead of the Data! Intervene Now!

"There's a temptation for the Commission to sprint out of the gate with a mass marketing campaign, but that would be a mistake."

Canadian Mental Health Commission

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Slide 29

LP11 Moved image down do it didn't overlap with title
Lab's PC, 11/7/2008

Slide 30

LP12 Moved text down so that it was further from the line at the top
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3

The EVIDENCE

- Broad Policy
 - Governmental bodies: funding priorities
 - Mental health providers: service priorities
- Local Change
 - Geographically
 - Ethnicity, Gender, Religion etc

Consider as an example
MENTAL HEALTH SERVICES

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The Evidence: Policy

Mental Health Service

How does supported employment compare to sheltered workshop in getting people back to work?

Stigma Change

How do contact programs compare to education in changing public attitudes?

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Stigmatizing Attitudes

Behavioral Intentions

Education: Responsibility

Education: Dangerousness

Control

Contact: Responsibility

Contact: Dangerousness

Attitudes and Intentions @ post and 1 wk f-up

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Stigma & Discrimination Reduction Advisory Committee: November 12, 2008

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Slide 31

LP13 adjusted title so that it is closer to the line below it

this slide seems the same as the next slide. are both necessary?

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Slide 32

LP15 moved title closer to line

moved text down away from line

made text of question smaller than text of title

Lab's PC, 11/7/2008


Slide 33

LP16 centered chart

fixed connecting lines

capitalized "control" to match other boxes

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The Evidence: Local

18 **Mental Health Service**
Does the supported employment program help people from Des Plaines get back to work?

Stigma Change
Does the Personal Story Program convince nurses at Holy Family Hospital to change their attitudes?


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SELECTION CRITERIA

- 23 ■ **STAKEHOLDER PERSPECTIVE**
 - Participatory Action Research
- State of the Evidence
- Ratio of Cost to Benefit

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Participatory Action Research

- 21 ■ **PERSPECTIVE**
- **POLITIC** value of participating in stigma and stigma change
- Who are the stakeholders?

diversity

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Slide 34

LP18 i adjusted it the same way i adjusted slide 33

i added a question mark to the end of the second question instead of a period

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Slide 35

LP23 bolded the important point to make it stand out more

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Slide 36

LP21 deleted extra spaces between "Politic" and "value"

moved text to the left

added question mark to "who are the stakeholders"

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SELECTION CRITERIA

- Stakeholder perspective
 - Participatory action research
- **STATE OF THE EVIDENCE**
- Ratio of cost to benefit

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Evidence Based Considerations

- Dependent measures
 - **ATTITUDES**
 - Physiological change
 - Information processing
 - Social behavior
 - Behavioral intention
 - **BEHAVIOR**

SOCIAL DESIRABILITY!

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Evidence Based Considerations

- Reducing discrimination versus affirming actions
- **IATROGENIC EFFECTS**
- Effect size and specificity
- Unit of measurement and sensitivity

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Slide 37

LP22 **bolded the important point to make it stand out more**
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Slide 39

LP25 **moved text right and down**
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Evidence Based Considerations

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REDUCING DISCRIMINATION; AFFIRMING ACTIONS

- Process measurement
- Manuals and Fidelity
- Feasibility
- Mixed methods

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SELECTION CRITERIA

27

- Stakeholder perspective
 - Participatory action research
- State of the evidence

RATIO OF COST TO BENEFIT

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Cost-Benefits

- The size of the sample
 - Local or broad
- The depth and breadth of effects
 - Effect size
 - Stigma change measures
- The role of stakeholders
- The costs of the change strategy
- The cost of evaluation


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Slide 40

LP26 moved text right and down to match text on other slides
Lab's PC, 11/7/2008


Slide 41

LP27 bolded the important point to make it stand out more
Lab's PC, 11/7/2008

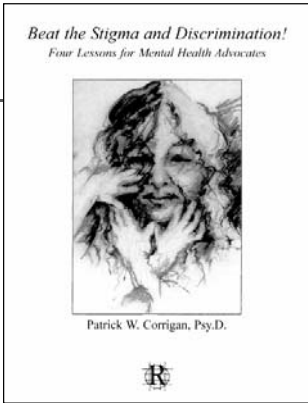


PUTTING IT ALL TOGETHER


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Evidence Based Approach

- **WHO** is to be targeted.
- **WHAT** needs to be changed.
- **HOW** will this be changed.
- **WHEN** will change occur.
- **MEASURE IT**

29

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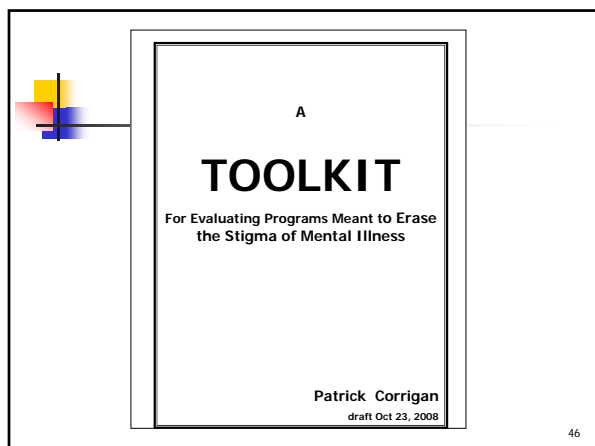
Slide 44

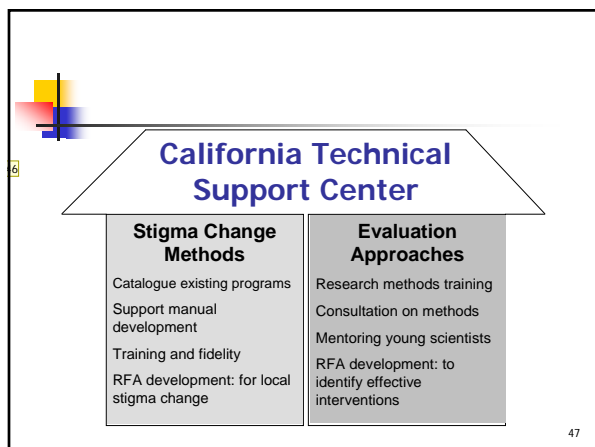
LP28 fixed the size of the box around the image so that it didn't overlap with the image incorrectly
Lab's PC, 11/7/2008

Slide 45

LP29 added space after "how" and "when" to match spacing after "who" and "what"

added period after "when will change occur" to match other bullet points
Lab's PC, 11/7/2008





Participatory Action Research

The ANTI-STIGMA PROJECT OF OOO
Baltimore Maryland [Jennifer Brown]

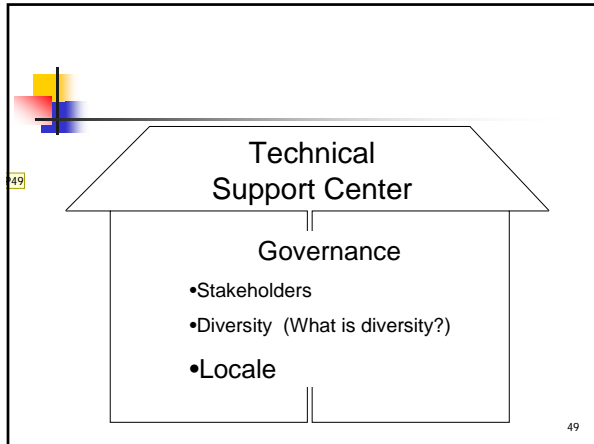
- Identify measures of change
 - Focus groups of different stakeholders
 - Candidate measures
 - Providers
 - Stigmatizers and burn out
 - Support of hope and self-determination
 - Language in organizational brochures etc


Slide 47

LP46 fixed lines and moved image down so that the line at the top didn't interfere
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Slide 48

LP47 Is "OOO" correct?
Lab's PC, 11/7/2008





Patrick Corrigan
corrigan@iit.edu

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The slide features a decorative graphic in the top left corner consisting of overlapping yellow, red, and blue squares. Below this, a horizontal line is followed by the text 'Patrick Corrigan' and the email address 'corrigan@iit.edu' in red. The number '50' is in the bottom right corner of the slide frame.

Slide 49

LP49 fixed the lines so that they meet at the correct places and moved whole image down so that it doesn't interfere with the line at the top

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